

ORDER

KSNV

Orders
Order / Rev: 107176 /
Alt Order #: 06859169
Product Desc: ROMNEY FOR PRES 60
Estimate: 424
Flight Dates: 09/28/12 - 10/02/12
Original Date / Rev: 09/27/12 / 09/28/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney for President *Revised*
Demographic: A35+
Product Codes: PLC02-Republican
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	14	\$19,600.00	\$16,660.00
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$19,600.00	\$16,660.00	0.00
October 2012	24	\$33,600.00	\$28,560.00	0.00
Totals	38	\$53,200.00	\$45,220.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$53,200.00
Market	100%	\$197,037.04

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,111.11
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,407.41
KTUD	0%	\$0.00
KVVU	20%	\$39,407.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,911.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wa@M		6-7a	----F--	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F 6-7a WakeUp w/Wagners											

WAKE WWAGNRS2

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 107176
 Alt Order #: 06859169
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney for President
 Product Desc: ROMNEY FOR PRES 60
 Estimate: 424

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
E 2	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,400.00		0.00			
E 3	KSNV	10/01/12	10/02/12	Today Show Today Show	CM	658a-9am	MT-----	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,800.00		0.00			
E 4	KSNV	09/28/12	09/28/12	Today Show Today Show	CM	658a-9am	----F--	1:00	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,700.00		0.00			
E 5	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
E 6	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	----F--	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$700.00		0.00			
E 7	KSNV	10/01/12	10/02/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
E 8	KSNV	09/28/12	09/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	----F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
E 9	KSNV	10/01/12	10/02/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
E 10	KSNV	09/28/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	----F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
E 11	KSNV	09/28/12	09/28/12	Noon News Noon News	CM	12-1230pm	----F--	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$850.00		0.00			
E 12	KSNV	10/01/12	10/02/12	Noon News Noon News	CM	12-1230pm	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
E 13	KSNV	10/01/12	10/02/12		CM	1258p-2pm	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00

Order / Rev: 107176
 Alt Order #: 06859169
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney for President
 Product Desc: ROMNEY FOR PRES 60
 Estimate: 424
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Days of our Lives Days of our Lives DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$850.00 0.00															
E 14	KSNV	09/28/12	09/28/12	Days of our Lives	CM	1258p-2pm	----F--	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
Days of our Lives DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$850.00 0.00															
E 15	KSNV	09/28/12	09/28/12	Dr. Phil	CM	3-4p	----F--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
Dr. Phil DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$900.00 0.00															
E 16	KSNV	10/01/12	10/02/12	Dr. Phil	CM	3-4p	MT-----	1:00	2	\$900.00	1	0.00	NM	2	\$1,800.00
Dr. Phil DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$900.00 0.00															
E 17	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	1:00	2	\$1,450.00	1	0.00	NM	2	\$2,900.00
4PM NEWS (1 hour) 4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$1,450.00 0.00															
E 18	KSNV	09/28/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	----F--	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
4PM NEWS (1 hour) 4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$1,400.00 0.00															
E 19	KSNV	09/28/12	09/28/12	M-F Early News	CM	5-630p	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
M-F Early News 5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$2,000.00 0.00															
E 20	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p	MT-----	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
M-F Early News 5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$2,400.00 0.00															
E 21	KSNV	10/01/12	10/02/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	1:00	2	\$2,600.00	1	0.00	NM	2	\$5,200.00
M-F Jeopardy/Wheel of Fortune JEPARDY/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$2,600.00 0.00															
E 22	KSNV	09/28/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
M-F Jeopardy/Wheel of Fortune JEPARDY/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$2,000.00 0.00															
E 23	KSNV	10/01/12	10/02/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
M-F News 3 at Eleven 11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$2,400.00 0.00															
E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
M-F News 3 at Eleven 11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$2,200.00 0.00															
E 25	KSNV	09/30/12	09/30/12		CM	11pm-1135pm	-----S	1:00	2	\$2,200.00	1	0.00	NM	2	\$4,400.00

Order / Rev: 107176
 Alt Order #: 06859169
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney for President
 Product Desc: ROMNEY FOR PRES 60
 Estimate: 424
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/30/12	-----S	2		\$2,200.00		0.00							
													Totals	38	\$53,200.00